

ORDER



Orders
Order / Rev: 6399748
Alt Order #: 06399748
Product Desc: TAMMY BALDWIN 4 SEN
Estimate:
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/29/12 / 10/29/12
Order Type: GENERAL

WDJT-TV-LP

Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency Name: Shorr Johnson Magnus
Buying Contact: Mike D'Ettorre
Billing Contact:
 1831 Chestnut St.
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Poli/T Baldwin/D/Sen/WI
Demographic: A35+
Product Codes: PL Candidate
Priority: P-2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	33	\$21,450.00	\$18,232.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	33	\$21,450.00	\$18,232.50	0.00
Totals	33	\$21,450.00	\$18,232.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WDJT-TV-LP	50%	\$21,450.00
Market	100%	\$42,900.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	23%	\$9,867.00
WITI	17%	\$7,293.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	10%	\$4,290.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	11/06/12	11/06/12	Morning News M-F 5a - 6M	5a - 6a		-2-----	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
				M-F 5a - 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-2-----		2				\$50.00		0.00			
E 2	WDJT	11/06/12	11/06/12	CBS Mrning Nws M-F 7-9M	7a-9a		-2-----	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
				CBS This Morning M-F 7a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-2-----		2				\$50.00		0.00			

Order / Rev: 6399748
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 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Poli/T Baldwin/D/Sen/WI
 Product Desc: TAMMY BALDWIN 4 SEN
 Estimate: WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/30/12	11/02/12	News at Noon News at Noon	CM	12p-1230p	-TWTF--	:30	4	\$150.00	P-2	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4			\$150.00			0.00			
E 4	WDJT	11/05/12	11/05/12	News at Noon News at Noon	CM	12p-1230p	1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1			\$150.00			0.00			
E 5	WDJT	10/30/12	11/02/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p	-TWTF--	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4			\$350.00			0.00			
E 6	WDJT	11/05/12	11/05/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p	1-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1			\$350.00			0.00			
E 7	WDJT	10/30/12	11/04/12	M-F 5pm News M-F 5pm News	CM	5p-530p	-TWTF--	:30	6	\$200.00	P-2	0.00	NM	5	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		6			\$200.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	5	WDJT	10/29/12-11/04/12	M-F 5pm News		5p-530p	-TWThF----	:30		(\$200.00)		0.00	NM		
				See MG 7.7											
	6	WDJT	10/29/12-11/04/12	M-F 5pm News		5p-530p	-TWThF----	:30		(\$200.00)		0.00	NM		
				See MG 7.7											
	7	WDJT	10/29/12-11/04/12	Sun 10-1030a		10a-1030a	-----Su	:30		\$400.00		0.00	NM		
				Ⓜ MG for 7.5,7.6											
E 8	WDJT	11/05/12	11/05/12	M-F 5pm News M-F 5pm News	CM	5p-530p	1-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1			\$200.00			0.00			
E 9	WDJT	11/03/12	11/03/12	Sa 9p - 10p 48 Hours	CM	9p - 10p	-----1-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1			\$600.00			0.00			
E 10	WDJT	11/04/12	11/04/12	Su 6p - 7p 60 Minutes	CM	6p - 7p	-----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1			\$3,000.00			0.00			
E 11	WDJT	11/04/12	11/04/12	Su 7p - 8p The Amazing Race	CM	7p - 8p	-----1	:30	1	\$2,600.00	P-2	0.00	NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1			\$2,600.00			0.00			
E 12	WDJT	11/04/12	11/04/12	Su 9p - 10p Mentalist	CM	9p-10p	-----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1			\$2,500.00			0.00			
E 13	WDJT	11/04/12	11/04/12	Su 8p - 9p The Good Wife	CM	8p-9p	-----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1			\$2,500.00			0.00			
E 14	WDJT	10/30/12	11/02/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	-TWTF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4			\$200.00			0.00			
E 15	WDJT	11/05/12	11/05/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	1-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1			\$200.00			0.00			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WDJT	11/05/12	11/05/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	1-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
E 16	WDJT	11/04/12	11/04/12	Inside Ed Wknd 1035-1105p Inside Ed Wknd 1035-1105p	CM	1035p-1105p	-----1	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----1		1				\$400.00		0.00			
E 17	WDJT	11/04/12	11/04/12	Packers Post-Game Packers Post-Game	CM	Various	-----2	:30	2	\$2,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----2		2				\$2,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDJT	10/29/12-11/04/12		Packers Post-Game		Various	-----Su	:30		(\$2,000.00)		0.00	NM		
	See MG 17.3														
2	WDJT	10/29/12-11/04/12		Packers Post-Game		Various	-----Su	:30		(\$2,000.00)		0.00	NM		
	See MG 17.3														
3	WDJT	10/29/12-11/04/12		NFL Today		NFL Today	-----Su	:30		\$4,000.00		0.00	NM		
	Ⓜ MG for 17.1,17.2														
E 18	WDJT	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	8a-930a	-----1	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----1		1				\$750.00		0.00			
Totals														33	\$21,450.00